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Media Advisory

For Immediate Release
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SIIA Brown Bag Lunch in New York to Explore Revenue Strategies for Premium Content Delivered by iPhone, Kindle and Other Platforms

On June 24, Gordon Crovitz and Other Media Innovators will Discuss How Publishers Can Monetize Popular Sources for Digital Content and Information

WASHINGTON, DC (June 9, 2009) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced its New York City Brown Bag Lunch: "Google, Kindle, iPhone: How to Leverage Hot Content Delivery Platforms for Profits." To take place June 24, the Brown Bag Lunch is the latest in the organization's national series addressing the information industry's current issues and latest trends.

Consumers are increasingly using Google Books, iPhones, Amazon Kindles and other cutting-edge technology platforms to access premium content. However, the market for these innovations is growing faster than the industry's ability to monetize it. Today's publishers are grappling with effective pricing and marketing strategies for everything from news and information to books and magazines. As the information industry evolves with rising demand for digital content, this Brown Bag Lunch will offer valuable advice for everyone in the digital content marketplace.

Panelists at the Brown Bag Lunch include:

- **Alisa Bowen, Senior Vice President, Head of Consumer Publishing, Thomson Reuters**
- **Gordon Crovitz, Co-Founder, Journalism Online, Former publisher of The Wall Street Journal**
- **Chris Kenneally, Director of Author Relations, Copyright Clearance Center**
- **John Blossom, President of Shore Communications and Author of *Content Nation will moderate the session***

Media interested in attending the Brown Bag Lunch should contact Beth Dozier at 202-429-1833 or bethdozier@rational360.com.

WHO:	**Software & Information Industry Association (SIIA)**
WHAT:	**Brown Bag Lunch: Google, Kindle, iPhone: How to Leverage Hot Content Delivery Platforms for Profits**
WHEN:	**June 24, 2009 from 11:30 am - 1:30 pm ET**
WHERE:	**McGraw-Hill, 1221 Avenue of the Americas, Room 208 New York, NY 10020**

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit www.siia.net.